.31 SOM — VARIABLE RATE ADD-ONS/MULTIPLE RANGES

CARTON OUTLET
SELF SERVICE MERCHANDISING

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RJR VOLUME

RJR VOLUME @ 31% OF INDUSTRY	56-70	71-89	90-111	112-140	141-177	178-221	222-279	280+
INDUSTRY VOLUME EQUIVALENT	180-230	231-290	291-360	361-450	451-570	571-714	715-900	901+
BASE								
PACK MERCHANDISER SHARE OF SPACE=RJR SOM								
CTNS ON TOP SHELVES								
SIGNAGE OVER RJR SPACE								
CTN RATE	.49	.47	.47	.45	.45	.43	.42	.41
	$133	$163	$205	$246	$310	$371	$455	$541
PM MASTERS LEVEL 2 OR 3	$167	$210	$264	$332	$420	$527	$660	$660
PM MASTERS LEVEL 4	$223	$280	$352	$443	$560	$703	$880	$880
PM MASTERS EXCLUSIVITY	$260	$327	$411	$517	$653	$820	$1,027	$1,063
(DIFF. PM LEVEL 2-3 AND EXCLUSIVE)	$93	$117	$147	$185	$233	$293	$367	$403
ENHANCEMENTS-OPTIONAL								
PACK MERCHANDISER- VARIABLE (ADVANTAGED POSITION)	$1-$100							
SAVINGS CENTER-VARIABLE (ADVANTAGED POSITION)	$1-$75							
SUGGESTED MAX PAYMENTS	$133-$150	$163-$190	$205-$240	$246-$300	$310-$380	$371-$470	$455-$600	$541-$715
CO-MARKETING- BASE	$28	$36	$44	$56	$70	$86	$108	$136
RJR MATCH	$42	$54	$66	$84	$105	$129	$162	$204
TOTAL PROMO VALUE (INCLUDES RETAILER MATCH)	$56	$72	$88	$112	$140	$172	$216	$272

NON BASE OPTIONS

(SELF SERVICE COMPONENTS)

PACK MERCHANDISER- VARIABLE	$1-$100
SAVINGS CENTER- VARIABLE	$1-$75

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.31 SOM VARIABLE RATE ADD-ONS/MULTIPLE RANGES
80-85% OF SIS PAYMENTS

CARTON OUTLET
NON-SELF SERVICE MERCHANDISING

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RJR VOLUME

RJR VOLUME @ 31% OF INDUSTRY	56-70	71-89	90-111	112-140	141-177	178-221	222-279	280+
INDUSTRY VOLUME EQUIVALENT	180-230	231-290	291-360	361-450	451-570	571-714	715-900	901+
BASE								
PACK MERCHANDISER								
SHARE OF SPACE=RJR SOM								
CTNS ON TOP SHELVES								
SIGNAGE OVER RJR SPACE								
CTN RATE	.41	.40	.40	.38	.38	.36	.36	.34
	$110	$139	$174	$207	$262	$311	$380	$448
PM MASTERS LEVEL 2 OR 3	$130	$164	$205	$259	$327	$410	$514	$514
PM MASTERS LEVEL 4	$186	$234	$293	$370	$467	$586	$734	$734
PM MASTERS EXCLUSIVITY	$223	$281	$352	$444	$560	$703	$881	$917
(DIFF. PM LEVEL 2-3 AND EXCLUSIVE)	$93	$117	$147	$185	$233	$293	$367	$403
ENHANCEMENTS-OPTIONAL								
(SELF SERVICE ONLY)								
PACK MERCHANDISER- VARIABLE (ADVANTAGED POSITION)	$1-$100							
SAVINGS CENTER-VARIABLE (ADVANTAGED POSITION)	$1-$75							
SUGGESTED MAX PAYMENTS	$110-$130	$139-$175	$174-$220	$207-$270	$262-$345	$311-$430	$380-$540	$448-$623
CO-MARKETING- BASE	$28	$36	$44	$56	$70	$86	$108	$136
RJR MATCH	$42	$54	$66	$84	$105	$129	$162	$204
TOTAL PROMO VALUE (INCLUDES RETAILER MATCH)	$56	$72	$88	$112	$140	$172	$216	$272

NON BASE OPTIONS
(SELF SERVICE COMPONENTS)

PACK MERCHANDISER- VARIABLE	$1-$100
SAVINGS CENTER- VARIABLE	$1-$75

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CIGARETTE OUTLET
SELF SERVICE MERCHANDISING

RJR VOLUME

RJR VOLUME @ 31% OF INDUSTRY	141-177	178-221	222-279	280-345	346-432	433-540	541-678	677-845	846-1056	1057+	
INDUSTRY VOLUME EQUIVALENT	450-570	571-715	716-900	901-1114	1114-1395	1396-1744	1745-2189	2190-2729	2730-3410	3411+	
BASE											
*FP PACK DISPLAY/MERCH.	CTN RATE .46	.43	.42	.41	.38	.33	.30	.27	.23	.20	
*LP PACK DISPLAY/MERCH											
*"FEATURE" SAVINGS CENTER	$310	$371	$455	$541	$606	$695	$792	$890	$947	$1,000	
*SAVINGS CENTER-OTHER											
*PARITY- DISPLAYS @ REGISTER (SELLING ZONE)	$420	$527	$660	$660	$660	$660	$660	$660	$660	$660	PM MASTERS LEVEL 2 OR 3
*FP CTN MERCH.-RJR BRANDS	$560	$703	$880	$880	$880	$880	$880	$880	$880	$880	PM MASTERS LEVEL 4
*SIGNAGE-INDOOR & OUT	$653	$820	$1,027	$1,053	$1,108	$1,165	$1,237	$1,326	$1,438	$1,577	PM MASTERS EXCLUSIVITY
*SHARE OF SIGNAGE=SOM	$233	$293	$367	$403	$448	$505	$577	$666	$778	$917	(DIFF. PM LEVEL 2-3 AND EXCLUSIVE)
CO-MARKETING- BASE	$104	$130	$164	$204	$254	$316	$396	$494	$618	$772	
RJR MATCH	$156	$195	$246	$306	$381	$574	$594	$741	$927	$1,158	
TOTAL PROMO VALUE (INCLUDES RETAILER MATCH)	$208	$260	$328	$408	$508	$632	$792	$988	$1,236	$1,544	

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